

The Challenges and Opportunities of AI-Assisted Writing: Developing AI Literacy for the AI Age

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Abstract

Generative AI may significantly disrupt the teaching and practice of business communication. This study of 343 communication instructors revealed a collective view that AI-assisted writing will be widely adopted in the workplace and will require significant changes to instruction. Key perceived challenges include less critical thinking and authenticity in writing. Key perceived benefits include more efficiency and better idea generation in writing. Students will need to develop AI literacy—composed of application, authenticity, accountability, and agency—to succeed in the workplace. Recommendations are provided for instructors and administrators to ensure the benefits of AI-assisted writing can outweigh the challenges.